

Docket No.: 08212/0200298-US0
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**In re Patent Application of:
Toni Kopra**

Application No.: 09/580,583

Art Unit: 3622

Filed: May 30, 2000

Examiner: S. M. Gravini

For: LOCATION AWARE PRODUCT
PLACEMENT AND ADVERTISING

REQUEST FOR RECONSIDERATION AFTER FINAL ACTION (37 C.F.R. SECTION 1.116)

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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GROUP 3600

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Office Action dated March 9, 2004 (Paper No. 6), finally rejecting claims 19-41, please reconsider the above-identified U.S. patent application as follows:

Listing of the Claims begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.